

PRESS RELEASE

Nhood reinvents Aushopping shopping centres:

60,000 m² already transformed and a model in full deployment

Nhood, an international real estate solutions company, has been commissioned by its clients, Auchan and the property company Ceetrus, to support the transformation of shopping centres in France and Europe.

As delegated project manager, Nhood oversees a structured programme of regeneration and renewal of retail spaces, in the context of profound changes in retail and the evolution of the hypermarket model.

Deployment is accelerating: 4 sites transformed in 2024, 15 underway in 2025, and several projects already started for 2026.

To date, nearly 60,000 m² in the process of transformation, of which more than 52,500 m² have already been pre-leased.

This programme embodies a strategic reconfiguration of the retail offering, with Nhood acting as a global orchestrator, balancing enhanced commercial appeal and the development of new uses.

As an integrated real estate services operator, Nhood is involved throughout the entire value chain—from strategy to operation—combining expertise in development, leasing, asset management and site animation. In this approach, Nhood designs and implements comprehensive solutions to regenerate, transform and sustainably enhance spaces.

This integrated approach allows Nhood to adapt to a wide variety of contexts and clients, providing tailor-made answers to the challenges of transforming retail assets. The reinvention of Aushopping shopping centres in France and the rest of Europe is a concrete example, demonstrating Nhood's ability to manage complex transformations and create value from demanding situations.

In the context of Aushopping centres, and as delegated project manager, Nhood leads a structured programme of regeneration and renewal of retail spaces, in the context of profound changes in retail and the evolution of the hypermarket model.

Reconfiguring retail spaces to meet new commercial dynamics

Physical retail is currently undergoing a profound transformation: the traditional hypermarket model is evolving, leading to the reduction of certain retail spaces.

These spaces, now available, represent a major opportunity to rethink the commercial balance of sites and accelerate their transformation.

In this context, Ceetrus has already acquired, as a property company, around **60,000 m² of sales areas released by the reduction of Auchan hypermarkets**, located on sites already owned by Ceetrus in France. These acquisitions are part of Ceetrus's asset strategy, aiming to sustainably strengthen the performance and attractiveness of "core assets", i.e., those that are leaders or have the potential to become so in their catchment area. This plan helps accelerate transformation and strengthen the quality of its assets.

In line with its client's strategy, the property company Ceetrus, **Nhood deploys its integrated global operator model to oversee the transformation of Aushopping centres. Its mission: to**

make these freed-up square metres a lever for creating real estate, commercial and usage value , by combining technical expertise, strategic vision and execution capability.

"The transformation of shopping centres is part of a wider evolution of the model, moving towards more mixed and open places, in line with new commercial dynamics. Our ambition is to turn these spaces into genuine living places, more attractive, more useful and better aligned with contemporary expectations" , says **Sébastien Beurel, Director of Asset Transformation at Nhood.**

The challenge now is to **create value from the assets through the uses they generate.**

Beyond the purely commercial aspect, these operations allow:

- Strengthening the economic appeal of the sites;
- Creating new development opportunities for brands;
- Integrating complementary uses alongside retail;
- Offering visitors renewed experiences.

Thanks to its holistic and integrated approach, Nhood confirms its ability to **support its clients in transforming their assets** , making each project an opportunity for sustainable regeneration and shared value creation.

Orchestrating the transformation of spaces to create lasting value

"This transformation is based on the coordinated mobilisation of all Nhood's expertise, to tailor each project to the specifics of its territory and economic fabric. The first achievements confirm its relevance, with the arrival of brands with strong drawing power—such as Zara, B&M—or new generation sports concepts, like 'On Air', as well as the expansion of existing anchors and the development of new activities generating footfall." adds **Mathieu Echeverria, Leader Commerce France-Luxembourg at Nhood.**

To carry out this programme, Nhood has structured a **dedicated task force** , bringing together all the necessary expertise: *asset management , technical, legal, tax, financial, regulatory, commercial and environmental.* Nhood's added value, as an international platform for real estate solutions and services, lies in its ability to turn an operational constraint into a genuine opportunity for real estate and commercial value creation.

Nhood thus manages all stages of the transformation of these spaces, from reconfiguration to leasing. The teams are particularly involved in:

- Commercial repositioning of the freed-up square metres;
- Designing new spaces and customer journeys;
- Operational management of the works;
- Leasing the spaces, initiated very early on.

In most cases, the reconfiguration of spaces revolves around a balance between:

- **75% dedicated to strengthening the retail offering** : expansion of existing brands, arrival of new anchors, diversification of the offering;
- **25% devoted to developing new uses** : sport, leisure, catering, services or health.

To date, nearly 60,000 m² reconfigured, of which 52,500 m² have already been pre-leased, and several flagship projects underway demonstrating the appeal of these new formats to brands.

- 4 sites transformed in 2024;
- 15 sites currently being transformed in 2025;
- Several projects already underway for 2026.

The first achievements fully confirm the relevance of this approach, based on a balance between strengthening the retail offering, diversifying uses and creating new dynamics of footfall. For example:

- **in Boulogne-sur-Mer**, the creation of a medium-sized **B&M** outlet generated a **+35% increase in footfall in the first week**,

Among the major demonstrator projects:

- **In Villeneuve-d'Ascq, the Aushopping V2 centre - a major transformation serving a new shopping centre model**

In Villeneuve-d'Ascq, the Aushopping V2 shopping centre is undergoing an ambitious transformation, the first stage of a large-scale urban renewal project across the territory, linked to major developments such as Novéa Parc, which reinforces the already key role of the site within Greater Lille and sustainably increases its appeal and catchment area.

Already firmly rooted in its territory, V2 benefits from a strategic location, optimal accessibility and strong commercial dynamics, with 9.9 million visitors per year. The site currently boasts **54,000 m²** of shopping arcade, houses **114** shops and is anchored by an Auchan hypermarket focused on around **9,190 m²** (sales area), while offering a comprehensive merchandising mix covering all needs: food, fashion, wellbeing, services and catering.

In this context, the site regeneration project aims for a deep transformation, both architecturally and commercially.

The architectural evolution of the site will further open the centre to its surroundings, improve traffic flow and strengthen connections with the neighbourhood, while encouraging natural light and a renewed visitor experience.

The transformation is based in particular on **a strategic resizing of the Auchan hypermarket (from 34,000 m² to 18,000 m²)**, allowing space to be freed up for a comprehensive reconfiguration of the offering. Thus, about **10,500 m² of GLA** are being re-leased, with the creation of a new shopping wing comprising **17** units: 8 medium-sized outlets (from 350 to 3,600 m²), and 9 shops (from 30 to 210 m²).

This redeployment will allow both the evolution of existing brands and the arrival of new, differentiated concepts, strengthening the site's regional appeal.

The commercial strategy aims to strengthen the centre's shopping position, diversify the offering (fashion, beauty, sport, media, innovative concepts) and **integrate new uses**, in line with visitor expectations.

This first phase is scheduled for delivery **Q1 2027** , with public opening in summer 2027.

- **Petite-Forêt: a targeted transformation for a more attractive and sustainable site**

In Petite-Forêt, the shopping centre is launching a new phase of transformation to strengthen its appeal and consolidate its local anchoring, serving its **4.4 million annual visitors** .

Already well established in its environment, the site offers a range structured around **9,378 m² of shopping arcade** , a **10,000 m² Auchan hypermarket sales area** and **42 shops** , complemented by **15 services** and **about ten restaurants** , both in the arcade and the retail park. The whole constitutes a comprehensive merchandising mix, meeting all everyday needs: shopping, fashion, wellbeing, services and catering.

In this context, the transformation project aims to enrich and complete this offering, in a complementary and upmarket logic. It is based on the creation of a **commercial extension with 8 new units** :

- **3 medium-sized units** (from 450 to 750 m²),

with a commercial focus on **catering , jewellery , repositioning** in a better format for ready-to-wear brands already present in the arcade as well as the **beauty and health sectors** .

Delivery of this extension is scheduled for **March 2027** , with **public opening in June 2027** .

Beyond this commercial reconfiguration, the project is part of a broader ambition for sustainable transformation of the site, aiming to make it the **first French site to be ECO3 certified** (eco-design, territorial ecology, functional economy). As such, Petite-Forêt is set to become a showcase for circular economy initiatives, combining commercial performance and environmental commitment.

About Nhood: Nhood is an international real estate solutions operator, committed to urban regeneration. It supports owners, local authorities and investors in the sustainable transformation of their assets and living spaces, relying on an integrated services platform. A skill assembler, Nhood intervenes throughout the entire real estate life cycle, from strategy to operation: consulting, design, development, animation, operational management and value enhancement. Its 1,600 employees manage €17.3 billion in assets across nearly 1,000 sites in Europe and Africa, on behalf of over 300 clients. They develop mixed and value-creating projects, embedded in territorial dynamics, where retail, housing, offices, leisure, hospitality, digital infrastructure and new urban uses coexist. Driven by a triple impact approach—People, Planet, Profit—Nhood works every day to create “better places”, useful, lively and desirable. www.nhood.com

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